

IN THE CLAIMS:

Please amend claim 1 and add new claim 17 as follows:

1. (Currently Amended) A liquid crystal display, comprising:

liquid crystal display elements having a pair of substrates with a liquid crystal therebetween having a spontaneous polarization;

an electrode corresponding to a pixel and a switching element that are placed on an inner surface of one of the substrates, the switching element being allowed to drive the liquid crystal corresponding to a pixel when turned on; and

a liquid crystal driving unit capable of outputting driving voltages less than or equal to a predetermined maximum driving voltage,

wherein the spontaneous polarization of the liquid crystal is a magnitude of not more than $\frac{1}{2}$ of a quantity of charge that is injected into a liquid crystal element corresponding to a pixel when the maximum driving voltage is applied to the liquid crystal element when the switching element is turned on, which is a relatively short period in which the spontaneous polarization barely responds, and

wherein the liquid crystal has a relative dielectric constant of not less than 3, said relative dielectric constant being not affected by the spontaneous polarization.

2. (Canceled)

3. (Original) The liquid crystal display according to claim 1, further comprising:

a back-light for emitting white light; and

color filters of three primary colors placed between the substrates,

wherein the emitted light is selectively transmitted through the color filters of the three primary colors so as to carry out a color display.

4. (Original) The liquid crystal display according to claim 1, further comprising:

a back-light having light sources for respectively emitting light rays of three primary colors,

wherein the light sources are allowed to emit light rays in a time divided manner in synchronism with ON/OFF driving processes of the switching element so as to carry out a color display.

5. (Original) The liquid crystal display according to claim 1, wherein the spontaneous polarization of the liquid crystal is a magnitude of not more than 15 nC/cm^2 .

6. (Canceled)

7. (Original) The liquid crystal display according to claim 5, further comprising:

a back-light for emitting white light; and

color filters of three primary colors placed between the substrates,

wherein the emitted light is selectively transmitted through the color filters of the three primary colors so as to carry out a color display.

8. (Original) The liquid crystal display according to claim 5, further comprising:

a back-light having light sources for respectively emitting light rays of three primary colors,

wherein the light sources are allowed to emit light rays in a time divided manner in synchronism with ON/OFF driving processes of the switching element so as to carry out a color display.

9. (Previously Presented) The liquid crystal display according to claim 1, wherein the spontaneous polarization of the liquid crystal is a magnitude of not more than 10 nC/cm^2 .

10. (Canceled)

11. (Original) The liquid crystal display according to claim 9, further comprising:

a back-light for emitting white light; and

color filters of three primary colors placed between the substrates,

wherein the emitted light is selectively transmitted through the color filters of the three primary colors so as to carry out a color display.

12. (Original) The liquid crystal display according to claim 9, further comprising:

a back-light having light sources for respectively emitting light rays of three primary colors,

wherein the light sources are allowed to emit light rays in a time divided manner in synchronism with ON/OFF driving processes of the switching element so as to carry out a color display.

13. (Original) The liquid crystal display according to claim 1,
wherein the spontaneous polarization of the liquid crystal is a magnitude of not more than 7 nC/cm^2 .

14. (Canceled)

15. (Original) The liquid crystal display according to claim 13, further comprising:

a back-light for emitting white light; and

color filters of three primary colors placed between the substrates,

wherein the emitted light is selectively transmitted through the color filters of the three primary colors so as to carry out a color display.

16. (Original) The liquid crystal display according to claim 13, further comprising:

a back-light having light sources for respectively emitting light rays of three primary colors,

wherein the light sources are allowed to emit light rays in a time divided manner in synchronism with ON/OFF driving processes of the switching element so as to carry out a color display.

17. (New) The liquid crystal display according to claim 1, wherein the period in which the switching element is turned on and the spontaneous polarization barely responds is less than 5 microseconds.